

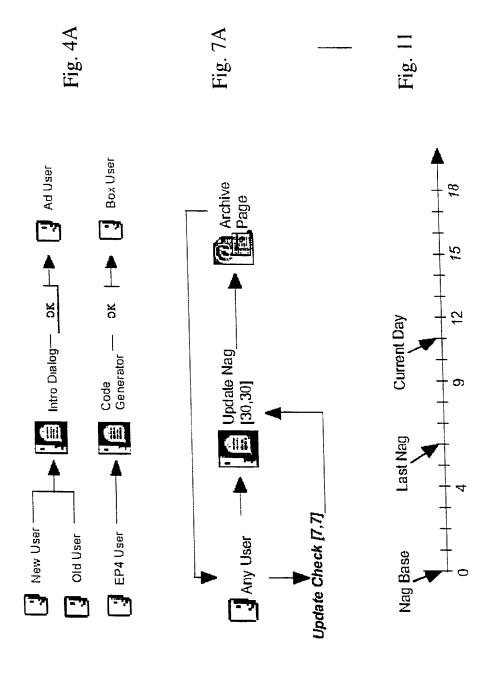
	STATES AND STATES STATE			Lour cut result playing a little gasterday. Exermanted to repigite several peccia in oral message, and wourd up starting applies to each of them, just to get the artibution?	On a sopy from a message window, now add another church of caractines isopare the reply to a attribution for the message. Then, an out afficient of or include that the high afficient of out and the statement of out of the statement of out of the statement of out of o	A, 1L.0.J.M. JSJJ 1C'259, Lw. J Furrance. Summary of the spotter address address. From the summary of the state of the spotter address. From the summary of the state of the
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Fig. 3A

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Fig. 3B



Welcome to Eudoral

Mode. Unless you change modes, Eudora will run in Sponsored Mode, meaning Eudora is now licensed in three ways, Sponsored Mode, Paid Mode, and Light it will display ads.

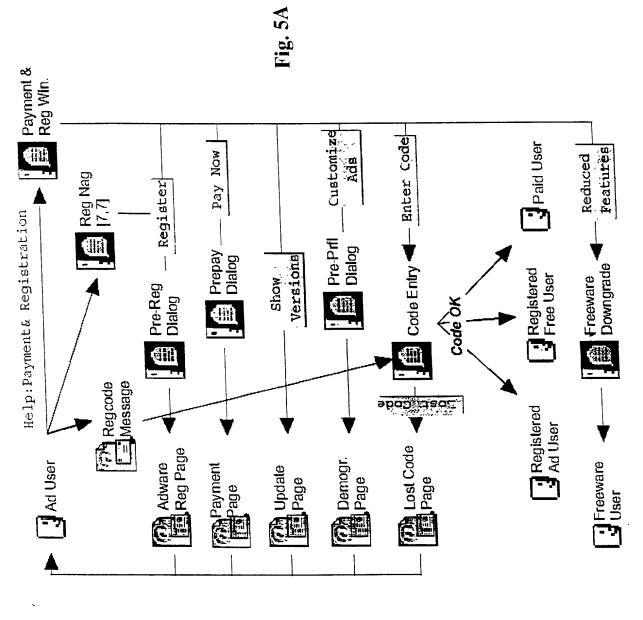
We have done our best to present the ads in a vay that respects the work you do in email. By allowing Eudora to display ads, you get the full power of Eudora for free and we can still pay our bills.

If you decide the ads are not for you, you can change modes. Paid Mode shows and no ads. Current Eudora Pro 4x users will be able to upgrade to Paid Mode for free. Other users will be able to pay a license fee to go to Paid Mode. At this stage in testing, the machinery for Paid Mode is not fully tested, and Paid Mode is unavailable. Light Mode also shows no ads, but has many fewer

To switch forms of Eudora, please use the "Payment & Registration" item in the their menu. To learn more about the three modes, click on the "Tell Me More" hitten below. Möre" button below

Tell me more

Fig. 4B



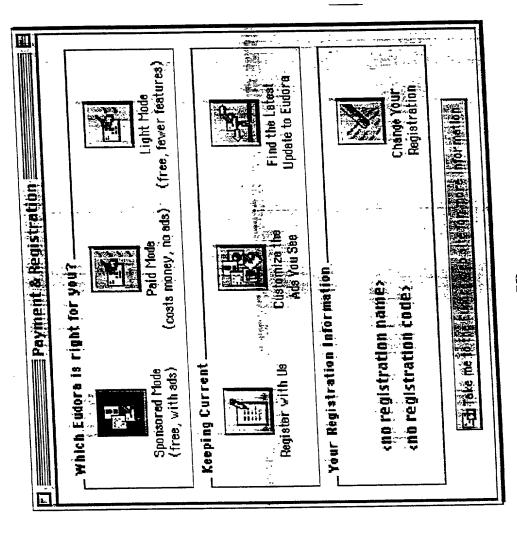


Fig. 5B

Would you like to register your copy of Eudora? As a registered user of Eudora we won't nag you as often as we do. We'll also erect a giant statue in your image on the front lawin of our corporate headquarters (*). How cool is that? C'man register! It's fun and easy! (* Glant statue offer void on the planet Earth) (* Glant statue offer void on the planet Earth)

Fig. 5C

'

Thanks for choosing to register Eudora! You'll next be walked through a few quick steps, as described below, before registration is complete: • Eudora will open your web browser and take you to our registration page • You'll fill in some simple registration information on the web site. • We'll then email a Eudora registration information on the web site this code and display a dialog box inviting you to confirm your registration information • Ta da! You'll then become a registered user of Eudora. Thanks!
--

Fig. 51

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		· *	·	· Same of the	25 Z		
	Thanks for choosing to purchase Eudora!	your purchase is complete: • Eudora will open your web browser and take you to our Payment & Registration page	• You'll be asked to provide your payment and registration information on the web site	• We'll then email a Eudora registration code back to you	• The next time you check mail. Eudors will sutamatically recognize this code and display a dislog box inviting you the confirm your registration information	• Te-de! You'll then become a Paid mode user: Congretulations!	Continue Continue

Fig. 5E

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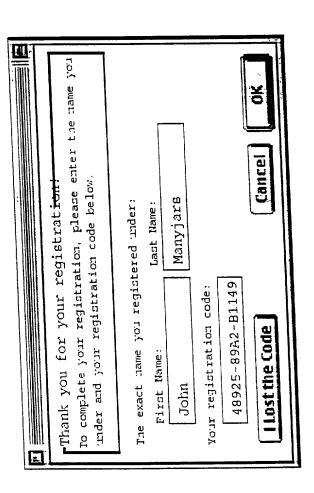


Fig. 5F

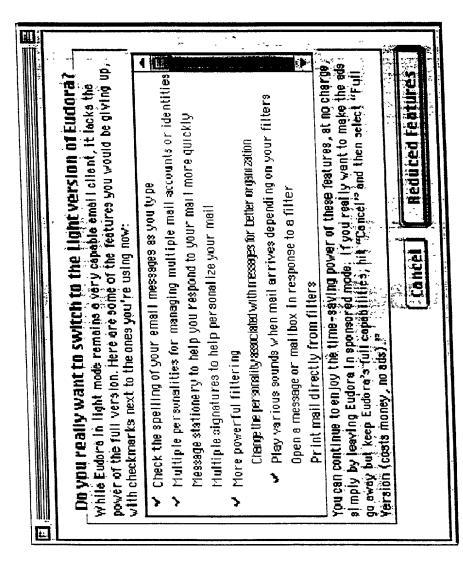
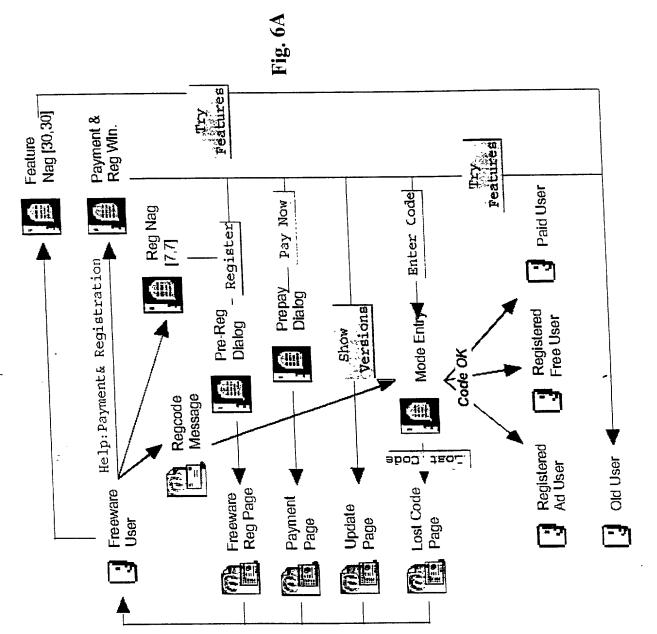


Fig. 5G



Multiple personalities for managing multiple mail accounts or identities. These features will be turned on automatically, of no charge, when you click on that enticing button below. (C'mon sigke's chance.) While Eudora in light mode ramains a very capable amail program, it lacks all the power of the full version. Here are some of the capabilities you could be using they are displayed in a way that's sensitive to what you're doing when you're in version is free because it is sponsor-supported. That means it has ads in it, but Wow I want to try all the features to manage your emall (and you'll be getting more of it, we're sure). The full Would you like to try the full-featured yersion of Eudora? Play various sounds when mail arrives depending on your filters Message stationery to help you respond to your mail more quickly Change the personal ity associated with messages for better organization Open a message or mailbox in response to a filter Multiple signatures to help personalize your mail Print mail directly from filters More powerful filtering Cance

Fig. 6B

There are updates available to Eudora

You have Eudora version 4.1. The following updates have become a since this version was released. If you'd like more information any of these updates, simply follow the links. If you'd rather you of updates, follow this.

Eudora 5.3

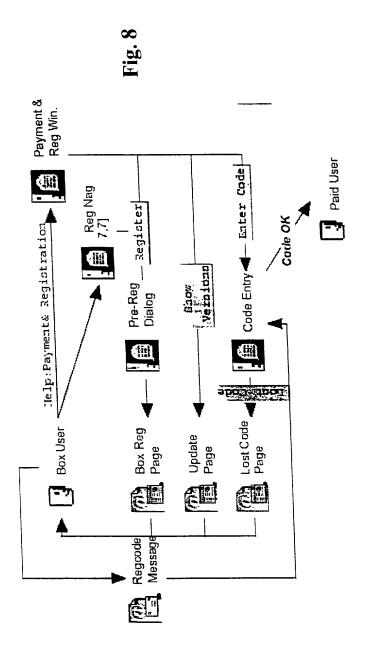
This is a major upgrade, with great new features like automatic:

This update is mostly bug fixes. This update is free to you.

Printed Karual

You can buy a printed marual for Eudora.

Fig. 7B



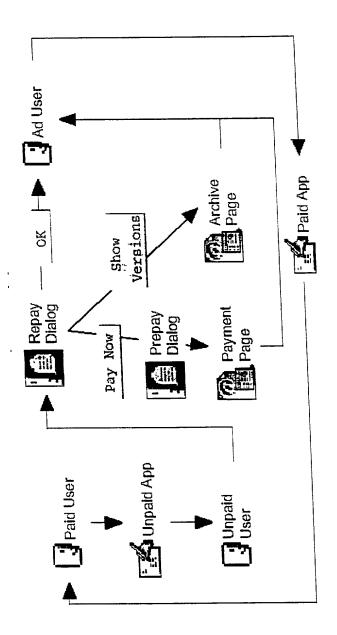


Fig. 9

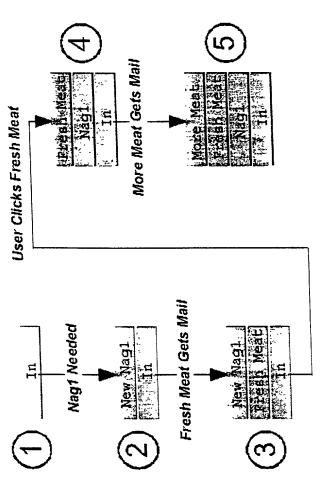


Fig. 10

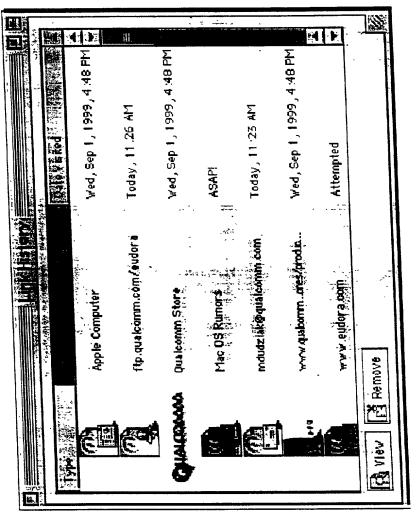


Fig. 12A

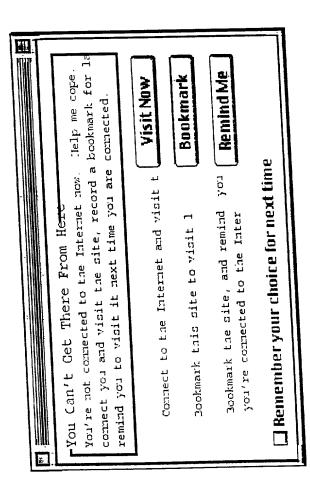


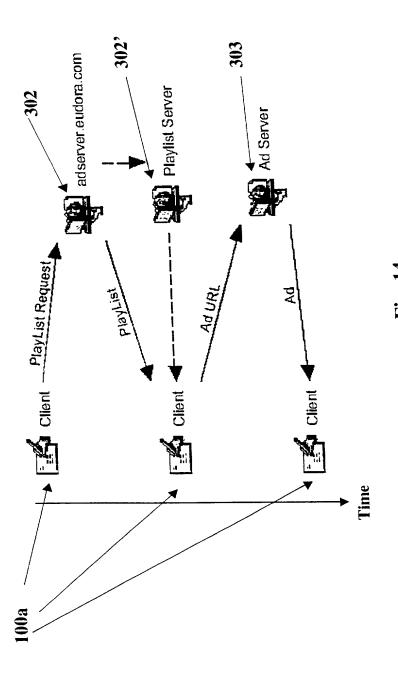
Fig. 12B

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Fig. 13A

Inglica.line	# 21 No. Ade For # Seconds # Seconds Ade For # Seconds # Seconds Ade For # Seconds # Seconds Day Ade Pownload Add For Exadidal 100,000 Counce Day Shyle Under Day Ade For Shyle Shyle Shyle One Ade For # Seconds # Seconds Shyle One Ade For # Shyle Under Under Ade For # Shyle Ade For # Shyle Under Ade For # Shyle
	A LL No. A LL No. Back Brown B

Fig. 13B



```
// Main ad scheduler
ScheduleMain
// Has a new day dawned?
Do CheckForNewDay
// Are we are within the current ad's showFor?
if ( ad.thisShowTime < ad.showFor )</pre>
// there is nothing to be done
return
// At this point, we know that we need a new ad
// Perform housekeeping tasks on the old one
Do AdEndBookkeeping
// Pop out of a block if all ads on par
if ( block isn't all playlists )
find ad with minimum ad.numberShown
 if ( ad.numberShown >= blockGoal )
 set block to all playlists
 // If we are over our quota of regular ads for the day,
 // look for a runout
 if ( adFaceTimeToday > faceTimeQuota )
 Do ShowARunout
 else
 Do ShowARegularAd
 }
  // end ad schedule main
```

```
// We must perform certain tasks when the calendar day
changes.
CheckForNewDay
{if ( the calendar day has changed )
// Perform housekeeping tasks on the ad currently showing
Do StopShowingCurrentAd
// Runout ads are charged for a full showFor if they've been
shown
// at all on a given day. Charge any runout ads if they've
been
// shown at all.
for runout ads
if ( ad.thisShowTime > 0 )
ad.totalTimeShown += ad.showFor
ad.thisShowTime = 0
 }
 }
 // Now, reset the counters for all ads to reflect the fact
 // a new day has dawned.
 for all ads
 {
 ad.numberShownToday = 0
 // Record yesterday's facetime
 // Might not literally be yesterday, be sure to use
 // whatever day the app was last run on
 set old current day's facetime to totalFaceTimeToday
 // and reset our global regular ad facetime counter
 adFaceTimeToday = 0
 totalFaceTimeToday = 0
 // if we were in a block, back out
 set block to all playlists
 }
  // end CheckForNewDay
```

```
// This function shows a runout ad, and if it
// can't find one, goes to a rerun
ShowARunout
for runout ads
// has the ad been flushed?
if ( ad.flushed )
try next ad
// are we done showing this runout today?
if ( ad.numberShownToday > ad.dayMax )
try next ad // this one's used up for the day
// are we done showing this runout for ever and ever?
if ( ad.shownFor > ad.showForMax )
try next runout ad // this one's used up forever
 // are we between the ad's start and end dates?
 if ( ad.startDate < the current date < ad.endDate )</pre>
 try next runout ad
 // the ad is not supposed to run today
 // do we actually HAVE the ad?
 if ( ad has not been downloaded )
 ask for ad to be downloaded
 try next ad
 }
 // ok, we believe we should show this runout
 // we are now in runout state
 Do ShowAnAd
 return
  // if we haven't found a runout ad, we will go to "rerun"
  state
  Do ShowARerun
  // end ShowARunout
```

```
// Rerun state. Look for a regular ad to rerun
ShowARerun
for regular ads [ in current block ]
// has the ad been flushed?
if ( ad.flushed )
try next ad
// is this ad recent enough to rerun?
if ( ad.lastShownDate is older than returnInterval )
try next ad
// this one is too old to rerun
// if in block, show ads only if it's their "turn"
if ( ad.numberShownToday >= blockGoal )
try next ad // need to find a friend in this block
// are we between the ad's start and end dates?
if ( ad.startDate < the current date < ad.endDate )
try next ad
 // the ad is not supposed to run today
 // do we actually HAVE the ad?
 if ( ad has not been downloaded )
 ask for ad to be downloaded
 try next ad
 // ok, at this point we can show this ad, but because
 // we're in rerun, we don't keep the books
 Do ShowAnAd
 return
 // if we get here, we have no ads to show. Punt.
 return
 // end ShowARerun
```

```
// Show a regular ad
ShowARegularAd
for regular ads [ in current block ]
// has the ad been flushed?
if ( ad.flushed )
try next ad
// are we done showing this ad today?
if ( ad.numberShownToday > ad.dayMax )
try next ad // this one's used up for the day
// if in block, show ads only if it's their "turn"
if ( ad.numberShownToday >= blockGoal )
try next ad // need to find a friend in this block
 // are we done showing this ad for ever and ever?
 if ( ad.shownFor > ad.showForMax )
 try next ad // this one's used up forever
 // are we between the ad's start and end dates?
 if ( ad.startDate < the current date < ad.endDate )</pre>
 try next ad
 // the ad is not supposed to run today
 // do we actually HAVE the ad?
if (ad has not been downloaded)
 ask for ad to be downloaded
 try next ad
 // ok, we believe we should show this ad
  // we are now in regular state
 Do ShowAnAd
  return
  // If we get here, we have failed to find a regular
  // ad. Go to runout
  Do ShowARunout
  }
  // end ShowARegularAd
```

```
// Perform necessary housekeeping when we're taking
// down an ad
AdEndBookkeeping
// In rerun state, we don't do any bookkeeping
if ( in RerunState )
return
// Account for at most ad.showFor seconds, provided
// we've shown the ad for at least ad.showFor seconds
// Note that this means we don't charge for time beyond
// ad.showFor seconds, which is important
if ( ad.thisShowTime >= ad.showFor )
ad.numberShownToday += ad.showFor
ad.shownFor++
 // we do NOT reset thisShowTime here, we do it in
 // AdStartBookkeeping. It actually doesn't matter where
 // we do it, provided we are careful NOT to do it for
 // runout ads.
 // end AdEndBookkeeping
```

		a.	Persistent Ads	
PlayList	PlayList Request		faceTime Used to determine how much advertising to send to client	much advertising
			faceTimeLeft Not used	
PlayList	PlayList Response ClientInfo	ClientInfo	reqinterval Relatively larger one or more davs flush Used. Single playlist completely specifies list of ads client should have	more davș ompletely specifies have
PlayList	Response	PlavList Response Scheduling Parameters	Parameters showForMax Not used	

Fig. 16A

PlayList Request faceTimeLeft Used to determine how many ads c should receive should receive shouling Parameters playList Response Scheduling Parameters showForMax' Used to determine how long an ad is			S	Short-Lived Ads
<u> </u>	PlavList	Request		faceTime Not used faceTime how many ads client faceTimeLeft Used to determine how many ads client should receive
Response Scheduling	PlayList	Response	ClientInfo	reqinterval Not used Instead client requests new playlist whenever ads "run low". flush: Not used
	PlayList	Response	Scheduling	Parameters showForMax Used to determine how long an ad runs

Fig. 16B

De C	Eudora doesn't seem to be getting ads. For some reason, Eudora is unable to download new ads. Downloading and displaying ads is a requirement for the free full-featured version of Eudora. Please visit the Eudora web site for information about how to resume getting	if ad downloading continues to fail, Eudors will eventually revert to the Light version which is less powerful.	Take me to the Eudora web site

Fig. 174



something seems to be covering the ad.

It's probably inadvertent, but Eudora has determined that you are covering up all or a significant portion of an ad. The software is designed to notify you when this happens in the hopes that you will stop covering up the ad. If you don't, this window will keep popping up (which you will probably find quite annoying).

We've always got some good stuff under development back at the home office, and it's the advertising in Eugora that enables us to continue to develop the software while providing it to you for free. We've worked hard to make sure the odvertising isn't annoying and we genuinely hope that you are not deliberately trying to cover the ads because they're bothering you. Of course, you can choose to pay us for Eudora by choosing "Payment & Registration" from the "Help" men used clicking on "Paid Full Yersion." Or you can remove whatever is obscuring the ad.



Fig. 17B

Eudora will now revert to a less powerful version.

Eudora has been unable to download ads for quite some time and will now revert to a less powerful version. If you would like more information about why Eudora's features are being reduced at this time, please visit the Eudora web site. You will find information there about how the full-featured version can be reactivated.

We're sorry for this inconvenience.

Fig. 17C

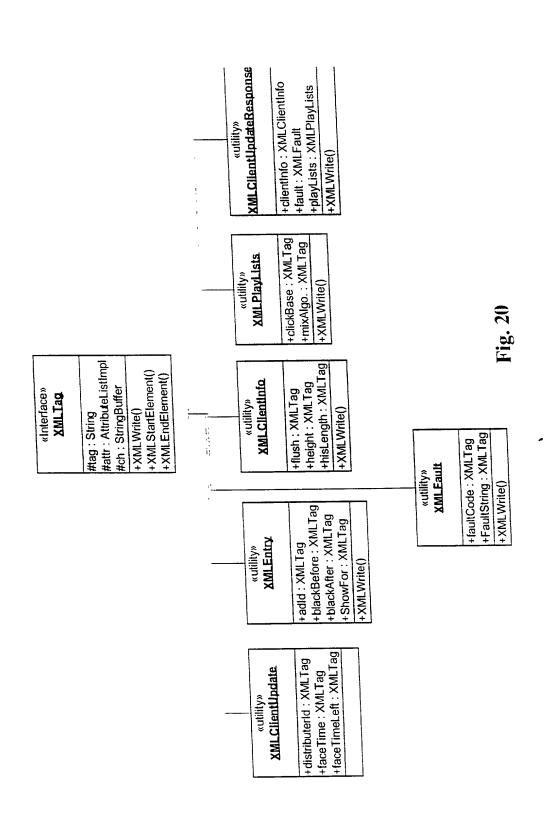
Generate Info people use it. We ask users for this information at random. Looks like it's your furn. If you're open to helping us this way, all you have to do is click "Generate info" below We value our privacy; we're pretty sure you value yours. So we want you to know what we'll be collecting and give you'd chance to eliminate anything you don't want to send. send. Simply uncheck the boxes next to any information you'd rather not send. and a message will be created. You can review the contents of the message if you like. In order to make Eudora work as well as possible, lits important that we know how Please understand that as soon as we receive your amail. We will throw away the headers that identify the mail as coming from you You see, we don't actually need know who you are to find your information helpful. So we promise to protect your privacy and turn you into "just a number." Your Net/Eudora usage Cancel It's OK to transmit statistics regarding. we'd like to know how you use Eudora. and then send it to us or not -- that's up to you. Your demographic data
Advertisement information
Non-personal settings

Fig. 18A

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Fig. 19

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```
8 The list of available ads advantageously can be built from the following query:
```

```
ads = dbCon.prepareStatement("SELECT * FROM ads WHERE StartDate <= today AND endDate >= today + 30 AND
                                   AdType = "I" AND AdStatus = "A" AND ImpressionsServed < Impressions ORDERD BY ImpressionsServed ASC);
```

run out ads = dbCon.prepareStatement("SELECT * FROM ads WHERE StartDate <= today AND endDate >= today + 30 AND AdType = "R" AND AdStatus = "A" AND ImpressionsServed < Impressions ORDERD BY ImpressionsServed

8 The time required to deliver the ads advantageously can be calculated in the following manner.

```
predict\ face\ time\ [seconds] = SUM(\ faceTime[tomorrow], faceTime[tomorrow + 1], \dots faceTime[tomorrow + reqInterval]]
                                                  (Comment: Face time left for today is the number of secondes the servlet can use to deliver special ads today.)
face time left for today [seconds] = faceTime[today] - faceTimeUsedToday
```

(Comment: Goal show time left is the number of seconds that the software provider needs to fill with ads.) (Comment: Predict face time is the number of seconds the servlet predicts the user is going to have.) goal show time left [seconds] = predict face time - faceTimeLeft

```
## Targeting

while (face time left for today ) {
    if ad is not in the history {
        select ad |according to target = today|
        face time left for today -= ad.showFor
    }

next ad

while (Goal show time left ) {
    if ad is not in the history {
        select ad |according to target|
            goal show time left -= ad.showFor
    }

beault values:
    reqinterval = 1 day.
    facetime = 30 minutes
    facetime = 30 minutes
    facetime = 31 days

facetime = 31 days
```

Fig. 211

	«interface» PlayListServif	-dbm : DBManag +doGet()	+doPost() +Init() +destroy()				
«utility» PlayListRequest	+"com.jdark.xml.sax.Driver": String +handleRequest(input: InputSource, ClientUpdate: XMLClientUpdate): boolean	«utility» PlayListResponse	+ playlistResponse: XMLClientUpdateResponse + handleResponse(XMLClientUpdateResponse: XMLClientUpdateResponse): boolean	«utility» PlayListsGenerator	+dbm: DBManager +generate(clientUpdate: XMLClientUpdate, clientUpdateResponse: XMLClientUpdateResponse): boolean	«interface» DBManageL	-dbName : String -dbLocation : String +openConnection() : boolean +getConnection() : Connection +exeSQL(startDate : SQLDate : SQLDate) : boolean

Fig. 22

